

Magazine: LOW RIDER

Issue: 2/00/85

Total Pages: 64

PHILIP MORRIS ADS	MIN SEC	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON		
		# 104 pg:2C		
MARLBORO 25+25L	61			
# 103 pg:3C				

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$0

2040689810

Magazine: LOW RIDER  
Issue: 1/00/85

Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L # 101 pg:7		
		WINSTON # 104 pg:17		
MARLBORO+100 # 961 pg:BC	46			

TOTAL CIGARETTE ADS = 3    TOTAL ADVERTISING =    \$0

2040689811

Magazine: LOW RIDER

Issue: 3/00/85

Total Pages: 64

PHILIP MORRIS  
ADS

MIN  
SEP

COMPETITIVE  
ADS

SIZE/  
COLOR

REMARKS

CAMEL  
# 103 pg:23

MARLBORO 25+25L  
# 101 pg:BC

40

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$0

2040689812

Magazine: LOW RIDER  
Issue: 4/00/85

Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 114 pg:7		
MARLBORO:100 # 961 pg:BC	56			

TOTAL CIGARETTE ADS = 2      TOTAL ADVERTISING = \$0

2040689813

Magazine: LOW RIDER  
Issue: 5/00/85

Total Pages: 64

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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	1	CAMEL		
		# 104 pg:25		

MARLBORO	38			
#1007 pg:2C				

TOTAL CIGARETTE ADS = 2      TOTAL ADVERTISING = \$0

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